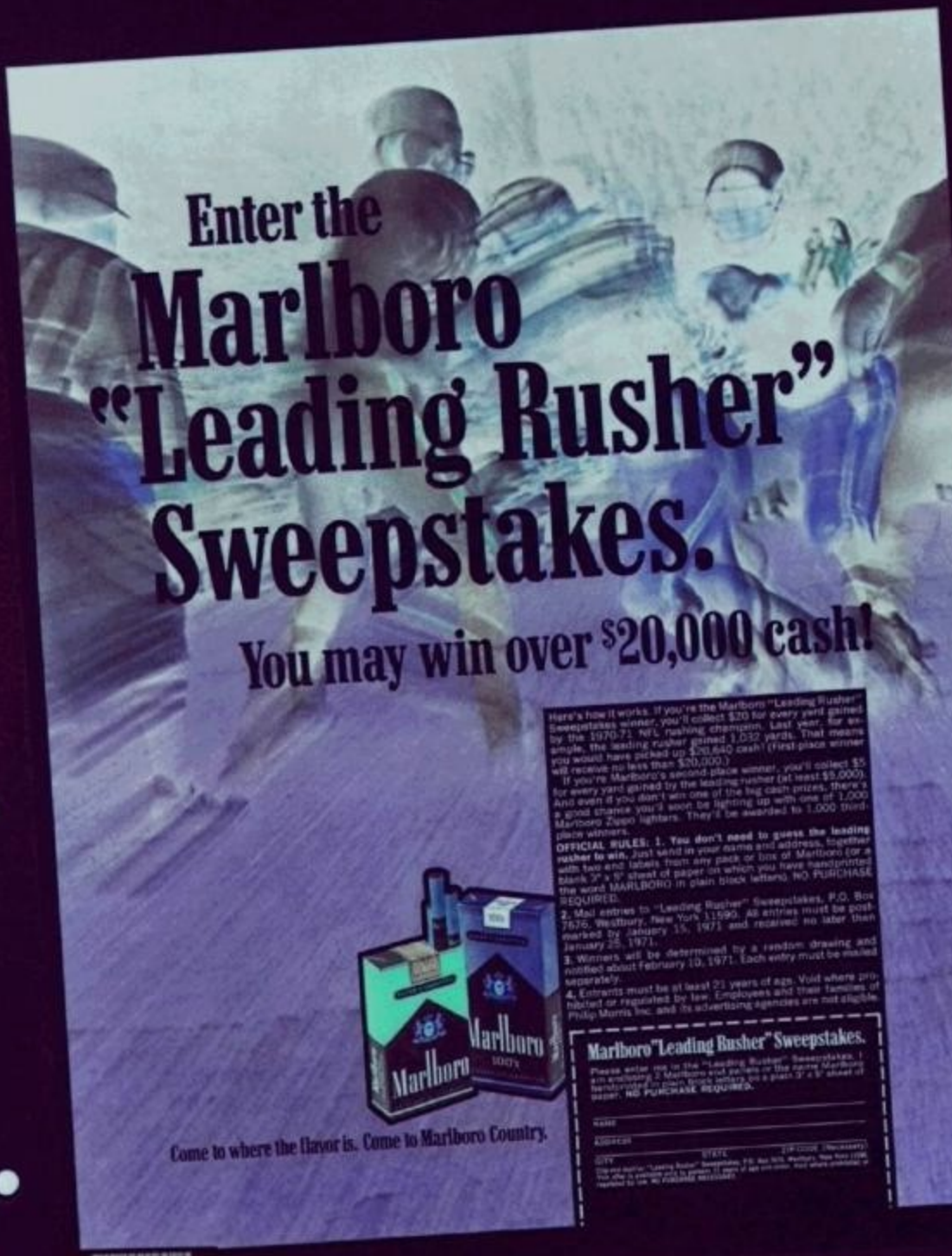
LEO BURNETT COMPANY, Inc.



Enter the Marlboro "Leading Rusher" Sweepstakes.

You may win over $20,000 cash!

Here's how it works. If you're the Marlboro "Leading Rusher" Sweepstakes winner, you'll collect $20 for every yard gained by the 1970-71 NFL rushing champion. Last year, for example, the leading rusher gained 1,032 yards. That means you would have picked up $20,640 cash! (First-place winner will receive no less than $20,000.)

If you're a Marlboro's second-place winner, you'll collect $5 for every yard gained by the leading rusher (at least $5,000). And even if you don't win one of the big cash prizes, there's a good chance you'll soon be lighting up with one of 1,000 Marlboro Zippo lighters. They'll be awarded to 1,000 third-place winners.

OFFICIAL RULES: 1. You don't need to guess the leading rusher to win. Just send in your name and address, together with two end labels from any pack or box of Marlboro (or a blank 3" x 5" sheet of paper on which you have hand-printed the word MARLBORO in plain block letters). NO PURCHASE REQUIRED.

2. Mail entries to "Leading Rusher" Sweepstakes, P.O. Box 7676, Westbury, New York 11590. All entries must be postmarked by January 15, 1971 and received no later than January 25, 1971.

3. Winners will be determined by a random drawing and notified about February 10, 1971. Each entry must be mailed separately.

4. Entrants must be at least 21 years of age. Void where prohibited or regulated by law. Employees and their families of Philip Morris Inc. and its advertising agencies are not eligible.

Marlboro "Leading Rusher" Sweepstakes.

Please enter me in the "Leading Rusher" Sweepstakes. I am enclosing 2 Marlboro end panels or the name Marlboro hand-printed in plain block letters on a plain 3" x 5" sheet of paper. **NO PURCHASE REQUIRED.**

NAME

ADDRESS

CITY STATE ZIP CODE (Necessary)

Come to where the flavor is. Come to Marlboro Country.

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